This listing of claims will replace all prior versions, and listings, of claims in the application:

- Claim 1 (currently amended): A computer-implemented method 1 2 comprising: 3 a) accepting, by a computer system including one or 4 more computers on a network, ad document information 5 including ad content from an ad server; 6 b) using, by the computer system, at least one of terms, concepts and categories from the content of the 7 8 ad document information to determine relevant content, 9 from a content server, in addition to content of the 10 ad document, wherein the determined relevant content 11 is one of (A) a news story, (B) a review, (C) a search 12 query, and (D) a user group message; and 13 c) combining, by the computer system, at least a 14 portion of content of the ad document, from the ad 15 server, and at least a portion of the determined 16 relevant content, from the content server, for 17 presentation to a user together with page content, 18 wherein the ad document is at least one ad, and 19 wherein the page content is not directly used to determine the determined relevant content. 20
- I Claim 2 (currently amended): The computer-implemented
- 2 method of claim 1 wherein the at least one ad is for a
- 3 product and wherein the determined content is a review for
- 4 the product.
- 1 Claim 3 (currently amended): The computer-implemented
- 2 method of claim 1 wherein the at least one ad is for a

- 3 service and wherein the determined content is a review for
- 4 the service.
- I Claim 4 (currently amended): The <u>computer-implemented</u>
- 2 method of claim 1 wherein the at least one ad is for a
- 3 product or service and wherein the determined content is a
- 4 news story about the product or service.
- 1 Claim 5 (currently amended): The computer-implemented
- 2 method of claim 1 wherein the determined content is a
- 3 search query related to the document.
- 1 Claim 6 (currently amended): The computer-implemented
- 2 method of claim 1 wherein the determined content is a
- 3 message from a user group.
- 1 Claim 7 (currently amended): A <u>computer-implement.∈d</u> method
- 2 comprising:
- 3 a) accepting, by a computer system including one or
- 4 more computers on a network, document content
- 5 information;
- 6 b) using, by the computer system, at least one of
- 7 terms, concepts and categories of the document content
- 8 information to determine <u>relevant</u> content in addition
- 9 to content of the document, wherein the determined
- 10 relevant content is one of (A) a news story, (B) a
- 11 review, (C) a search query, and (D) a user group
- message;
- c) using, by the computer system, the determined
- 14 relevant content, determining further content, wherein
- 15 the further determined content is at least one ad,

received from an ad server, relevant to the determined relevant content; and

d) combining, by the computer system, at least a portion of content of the document, at least a portion of the determined relevant content, and at least a portion of the determined further content for presentation to a user.

Claim 8 (canceled)

1	Claim 9 (currently amended): Apparatus comprising:
2	a) at least one processor; and
3	b) at least one storage device storing
4	processor-executable instructions which, when executed
5	by the at least one processor, perform a method
6	including
7	1) [[a) an input for]] accepting ad document
8	information including ad content from an ad
9	<u>server, [[+]]</u>
10	2) [[b) means-for]] determining <u>relevant</u>
11	content, from a content server, in addition to
12	content of the ad document using at least one of
13	terms, concepts and categories from the content
14	of the ad document information, wherein the
15	determined relevant content is one of (A) a news
16	story, (B) a review, (C) a search query, and (D)
17	a user group message, [[+]] and
18	3) [[c) means for]] combining at least a portion
19	of content of the ad document, from the ad
20	server, and at least a portion of the determined
21	relevant content, from the content server, for

- 22 presentation to a user together with page
- 23 content,
- 24 wherein the ad document is at least one ad,
- 25 and
- 26 wherein the page content is not directly
- used to determine the determined relevant content.
- l Claim 10 (original): The apparatus of claim 9 whosein the
- 2 at least one ad is for a product and wherein the determined
- 3 content is a review for the product.
- 1 Claim 11 (original): The apparatus of claim 9 wherein the
- 2 at least one ad is for a service and wherein the determined
- 3 content is a review for the service.
- 1 Claim 12 (original): The apparatus of claim 9 wherein the
- 2 at least one ad is for a product or service and wherein the
- 3 determined content is a news story about the product or
- 4 service.
- 1 Claim 13 (original): The apparatus of claim 9 whorein the
- 2 determined content is a search query related to the
- 3 document.
- 1 Claim 14 (original): The apparatus of claim 9 wherein the
- 2 determined content is a message from a user group.
- 1 Claim 15 (currently amended): Apparatus comprising:
- 2 a) at least one processor; and
- 3 b) at least one storage device storing
- 4 processor-executable instructions which, when executed

5	by the at least one processor, perform a method
6	including
7	1) [[a) an input for]] accepting document
8	<pre>content information_[[+]]</pre>
9	2) [[b)- means-for]] determining relevant content
10	in addition to content of the document using at
11	least one of terms, concepts and categories of
12	the document content information, wherein the
13	determined relevant content is one of (A a news
14	story, (B) a review, (C) a search query, and (D)
15	a user group message, [[+]]
16	$\frac{3)}{2}$ [[c) means for]] determining further content
17	using the determined relevant content, wherein
8	the further determined content is at least one
19	ad, received from an ad server, relevant to the
20	determined relevant content, [[+]] and
21	4) [[d) means for]] combining at least a portion
22	of content of the document, at least a portion of
23	the determined content, and at least a portion of
!4	the determined further content for presertation
25	to a user.

Claim 16 (canceled)

- l Claim 17 (currently amended): The computer-implemented
- 2 method of claim 2, wherein the acts of (b) using at least
- 3 one of terms, concepts and categories from the content of
- 4 the ad document information to determine relevant content
- 5 in addition to content of the ad document, and (c)
- 6 combining at least a portion of content of the ad document
- 7 and at least a portion of the determined content for
- 8 presentation to a user together with page content, are

- 9 performed automatically by a machine executing
- 10 machine-executable instructions.
- 1 Claim 18 (currently amended): The computer-implemented
- 2 method of claim 3, wherein the acts of (b) using 4. least
- 3 one of terms, concepts and categories from the content of
- 4 the ad document information to determine relevant content
- 5 in addition to content of the ad document, and (c)
- 6 combining at least a portion of content of the ad document
- 7 and at least a portion of the determined content for
- 8 presentation to a user together with page content, are
- 9 performed automatically by a machine executing
- 10 machine-executable instructions.
- 1 Claim 19 (currently amended): The computer-implemented
- 2 method of claim 4, wherein the acts of (b) using at least
- 3 one of terms, concepts and categories from the content of
- 4 the ad document information to determine relevant content
- 5 in addition to content of the ad document, and (c)
- 6 combining at least a portion of content of the ad cocument
- 7 and at least a portion of the determined content 1cr
- 8 presentation to a user together with page content, are
- 9 performed automatically by a machine executing
- 10 machine-executable instructions.
- Claim 20 (currently amended): The computer-implemented
- 2 method of claim 7, wherein the acts of (b) using at least
- one of terms, concepts and categories of the document
- 4 <u>content</u> information to determine <u>relevant</u> content in
- 5 addition to content of the document, (c) using the
- 6 determined relevant content, determining further content,
- 7 and (d) combining at least a portion of content of the

- 8 document, at least a portion of the determined content,
- 9 and at least a portion of the determined further content
- 10 for presentation to a user, are performed automatically
- 11 by a machine executing machine-executable instructions.